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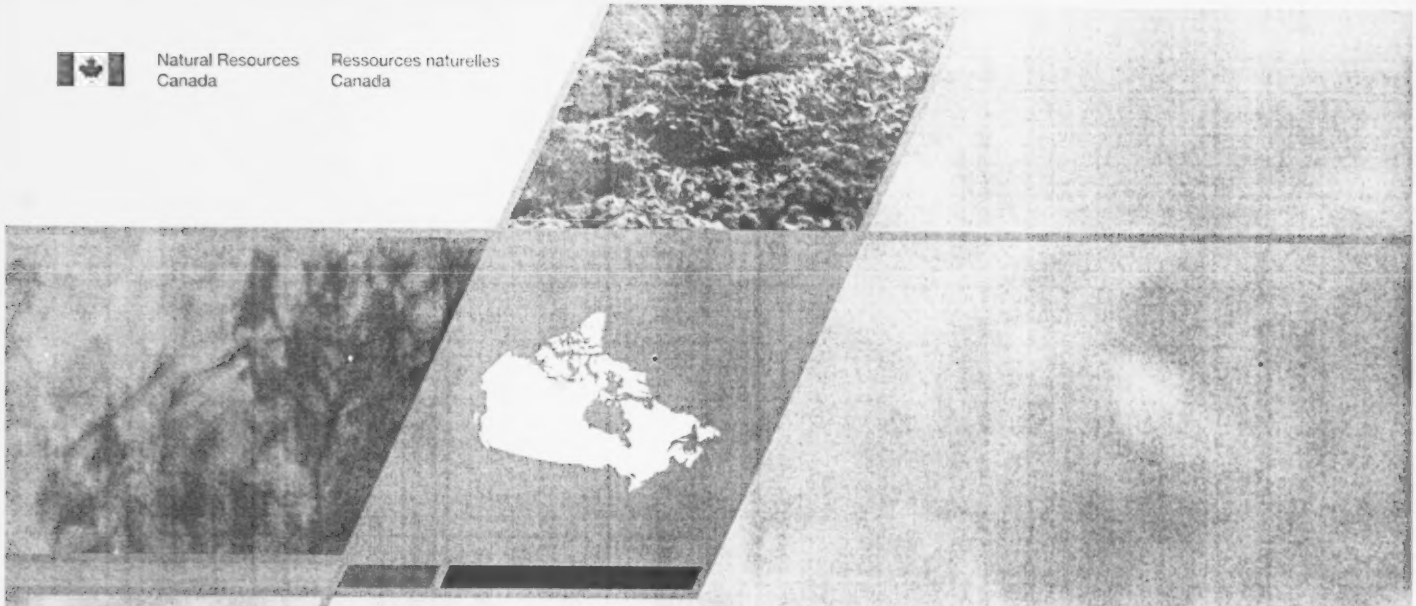

Report

on the Laurentian Forestry Centre's

50th Anniversary

Activities

Canada

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Jacinthe Leclerc
Director General

Report on the Laurentian Forestry Centre's 50th Anniversary Activities

A little over a year ago, we decided to celebrate our 50th anniversary with four main events: the launch in September 2009, our anniversary in February, Quebec's Tree and Forest Month in May, and lastly, the closing in September 2010. In September 2009, I had the pleasure of telling you about the program of activities that included more than a dozen events. On that occasion, we also unveiled the collective work of art entitled *Reflet d'histoire* created by employees during the preceding weeks, which is the 50th anniversary's lasting souvenir. We also presented the 50th anniversary visual image, which was used to decorate the building.

In February 2010, we organized two major events. First, there was an insect and fire conference in collaboration with the iFor Consortium, which was a remarkable success with close to 100 participants. Then, to highlight the Laurentian Forestry Centre's (LFC) anniversary date, managers donned their finest aprons on Friday, February 12 to serve a meal to all LFC employees. They also each made a homemade dessert and gave it a forest-related name.

In May, two high points marked the LFC's 50th anniversary. We enjoyed an evening celebration at the Musée de la civilisation in the company of several partners and former directors who kindly spoke of their time at the LFC. We took this opportunity to launch the historical DVD entitled "Building the forests of tomorrow" as well as a compendium of the LFC's 50-year history, and to inaugurate the Museum's exhibition entitled "Beyond the Trees". Also in May, we had an open house with 14 interactive kiosks, a video presentation on research that was broadcast on programs such as *La Semaine verte* and *Découverte*, and the distribution of tree seedlings. I was in attendance and I had a great time welcoming visitors as well as family and friends "infected" with the passion of our employees.

Lastly, a 4-page insert on the scientific activities of the LFC was published in the May 1, 2010 issue of *Le Soleil*.

In September, we organized a debate on the future of forestry research in collaboration with Université Laval's Faculty of Forestry, Geography and Geomatics, which highlighted its 100 years of forestry education in Quebec. At this event, we had the honour of welcoming five key players in the field of forestry in Quebec and Canada to debate the role of research in forestry. Finally, we closed the 50th anniversary activities with a field day at a picturesque site in Saint-Nicolas where over 100 employees and former employees and their families were able to socialize while enjoying background music in a beautiful autumn setting.

The year marking the 50th anniversary of the LFC was, frankly, exceptional for its historical significance, but also for the many professional, social and cultural activities that reflected positively on the entire Canadian Forest Service (CFS) and beyond.

I tip my hat to everyone who played a role in the success of this program that started out as ambitious and ended in success. Thank you all for your outstanding work during the year in addition to your regular workload. Thank you for your enthusiasm toward these new challenges. I want to thank a few individuals in particular, starting with the co-chairs of our 50th anniversary celebrations, Normand Laflamme, Director of the LFC's Planning and Development Division, and Dominique Richer, Manager of Regional Communications, now employed by Agriculture and Agri-Food Canada. In fact, all members of the communications team, past or present, played a major role in the success of the celebrations, from program design to the implementation of scheduled activities. Lastly, I would like to extend warm thanks to all the employees who participated in our various activities.

Aside from the celebrations that a 50th anniversary entails, I am convinced that our various activities that brought together hundreds of people helped to make our organization more widely known and to provide new opportunities to spread the word about our science, one of the pillars of our existence.

Well done!

Laurentian Forestry Centre, Quebec City.
Photo: Gervais Pelletier.

Its construction and evolution

- *Construction of the LFC began in 1957.*
- *The location was specially chosen because of its proximity to Université Laval and its well-stocked library.*
- *Construction was completed in 1959 and the inauguration took place in February 1960.*
- *Over the years, many buildings were added to existing infrastructures in order to meet the various needs of researchers and the ever-increasing number of employees.*
- *In 1985, it was announced that the LFC would be expanded to bring all employees together under one roof.*
- *The expansion was completed in 1988.*

Its workforce

- *At its inception in 1960, the LFC had 30 scientists and professionals, as well as many technicians and students.*
- *Today, the LFC has more than 125 regular employees from various scientific and professional fields, plus temporary staff and many graduate students, which represents close to 200 people. All of these LFC employees have the same goal as their predecessors: the health and sustainability of Canada's forests.*

The "artists" at work.
Photo: Robert Lavallée.

Art at Work

Art at Work is a cultural program for everyone that aims to encourage creative development in the workplace and to enhance employee contribution to a collective project.

- *Project leader: Caroline Levasseur.*
- *Organizing committee: Jean Berube, Gaëtan Daoust, Isabelle Lamarre, Jacques Morissette, Dominique Richer.*
- *Artwork designer: Benoît Royer.*
- *Director of the "Making of" DVD: Robert Lavallée.*
- *Participants: 60.*

The LFC: 50 years of history... and research

The Laurentian Forestry Centre (LFC) was the first federal institution officially devoted to forestry in Quebec and is one of five forestry centres in Natural Resources Canada's (NRCan) Canadian Forest Service (CFS). Its establishment was a milestone in Quebec's forest history, bringing together scientists dedicated to improving the knowledge of Quebec's forests under one roof.

At its inception in 1960, the LFC was known as the Laurentian Forest Research Centre (LFRC). There were 30 scientists and professionals within its workforce, in addition to several technicians and students. Researchers from other federal research centres and other countries joined, gradually reinforcing the LFC's expertise. It was during those early years that closer collaboration with Université Laval began, and it continues to this day.

The work of the LFRC primarily dealt with the fight against tree pests and diseases. Among other insects, entomologists focused on the spruce budworm and jack pine sawfly, while pathologists were mainly interested in coniferous rot, damping off and Dutch elm disease. Solid expertise in the diagnosis of tree insects and diseases validated the LFRC's status as a leader in this field.

Over the next two decades, the LFRC consolidated its scientific expertise and introduced significant developments in many cutting-edge fields. New fields of research were added, including biological control and genetic improvement, which had major impacts on forest management in Quebec.

In April 1986, the LFRC's name was changed to the Laurentian Forestry Centre and it became responsible for forestry development programs and joint agreements with the Government of Quebec.

During the 1990s, more fields of research were added, including biotechnology, genomics, forest ecosystem productivity and the impacts of climate change. Community involvement was also added to the LFC's mandate with the establishment of the First Nations Forestry Program and Forest Communities Program.

Art at Work

The Art at Work project was the first activity undertaken as part of the LFC's 50th anniversary, and the unveiling of the collective work of art on September 25, 2009 marked the beginning of the celebrations.

The employees worked under the guidance of professional artist Benoît Royer. Inspired by the LFC's mission, he designed a mural project that pays tribute to forests. It is composed of wood pieces that are either intact or transformed by various natural elements: water is represented by resin flow, wind by wear and tear, fire by charcoal, insects and diseases by grooves and holes, and lastly, the land through the use of perspective. The work, entitled *Reflet d'histoire*, is tied together by 50 wood rings sculpted in bas-relief, symbolizing the 50-year history of the LFC.

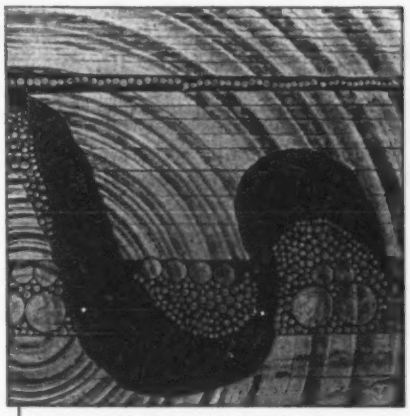
"We developed a mobilizing and unifying project through the collective creation of a lasting object that reflects our organization. During all of the artwork production stages, from design to completion, we were surprised by the collateral effects of creating a piece of art with several people, such as the natural spirit of camaraderie and a work environment filled with gusto. All of the participants, over 60 employees, worked together to build a mural that expresses the pride and commitment of people throughout the LFC. Permanently displayed in the lobby of the centre, this piece is an original way of marking history and it will remain a legacy for future generations that will evolve within these walls."
Caroline Levasseur,
Senior Communications Advisor.

Launch of the 50th anniversary program schedule

The official launch of the 50th anniversary program schedule was held on September 25, 2009 at the LFC, as part of the *Journées de la culture* (September 25-26-27), a unique opportunity to reveal the collective work of art created by employees through the Art at Work program.

Over 30 people from outside the centre (retirees and special guests) joined the LFC employees for the unveiling.

Copies of the "Making of" DVD, directed by Robert Lavallée, were distributed to the employees.



***Reflet d'histoire* hangs in the LFC entry hall**
Photo: Gervais Pelletier.

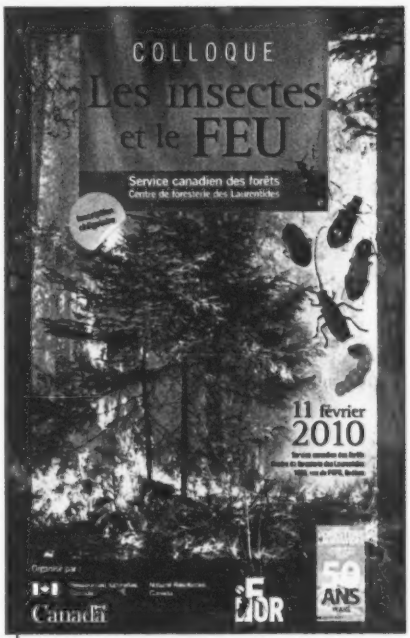
Reflet d'histoire
The forest is fascinating in its complexity. We are able see the forces of nature at work in our forests, like the wind that wears the wood, fire that colours and transforms it, diseases and insects that leave their marks. We love discovering its secrets."

- *September 25, 2009, LFC.*
- *Project leader: Caroline Levasseur.*
- *External participants: over 30.*

Conference on Insects and fire

The conference on insects and fire was jointly organized by the LFC and Université Laval's iFor Consortium. It aroused great interest, with over 100 people in attendance. The program was designed to help bring researchers and participants together.

Three of the 14 lectures were presented by LFC researchers: Christian Hébert, Sylvie Gauthier and Martin Girardin. The day was divided into five themes: animal ecology, economic issues, use of prescribed burning as a forest management tool, the impact of salvage operations on biodiversity, and practitioners' points of view. The conference ended with an interactive plenary session on three matters of interest: What information that you heard today do you think is most useful? What information is still missing? What should our research priorities be? Participants were also able to peruse 10 scientific posters prepared for the occasion.



Poster for the 2010 conference on insects and fire
Colloque Les insectes et le feu

- *February 11, 2010, LFC.*
- *Organizing committee: Clermont Belzile, Christian Hébert, Jacques Larouche, Richard Berthiaume (Université Laval).*
- *LFC speakers: Sylvie Gauthier, Martin Girardin, Christian Hébert.*
- *Participants: 100.*

"Happy Birthday LFC!" Lunch

The Management Committee members thanked the employees by inviting them to a lasagna lunch on the LFC's anniversary, February 12, 2010. They served over 130 meals and made the desserts themselves, which were as beautiful as they were delicious!

Chefs for a day
Photo: Gervais Pelletier.

- *February 12, 2010, LFC.*
- *Project leaders: Normand Laflamme, Deirdre Moore and Caroline Rochon.*
- *Other collaborators: André Beaudoin, Jean Beaulieu, Lise Caron, Jacinthe Leclerc, Denis Ouellet, Dominique Richer, Vincent Roy, Annie Trudeau.*
- *Participants: 130.*

Evening celebration at the Musée de la civilisation

Opening of the "Beyond the Trees" exhibition

On May 11, 2010, a celebration was held at the Musée de la civilisation in Quebec City with over 50 guests in attendance. At this gathering, Jim Farrell, Assistant Deputy Minister of the CFS, and Jacinthe Leclerc, Director General of the LFC, presented the LFC's past, present and future prospects. In a relaxed atmosphere, four former LFC directors recounted some of the highlights of their careers during a round-table session.

- *May 11, 2010, Musée de la civilisation.*
- *Project leader: Caroline Levasseur.*
- *Collaborators: Clermont Belzile, Lucie Labrecque, Normand Laflamme, Augustin Lebeau, Marie Pothier, Claudette Potvin.*
- *Participants: 50.*

It was also an opportunity to see the DVD "Building the forests of tomorrow" for the first time, which was produced for the 50th anniversary, and to thank those who participated in its creation The event ended well with a visit to the "Beyond the Trees" exhibition inaugurated the same evening at the museum.

Former Directors General in attendance:
Jag Maini (1974-1978)
Gilbert Paillé (1982-1985)
Yvan Hardy (1985-1991)
Normand Lafrenière (1991-2007)

Open house

The LFC's open house, held on May 15, 2010, was a resounding success. That success is first and foremost due to the direct participation of over 60 LFC employees who organized the event, which took place on a beautiful sunny Saturday.

The goal of this activity was to inform the general public about the CFS's research activities and programs. At the LFC's open house, some 300 visitors were able to visit 14 interactive kiosks, in addition to the forest pathology laboratory and insectarium. Visitors were also able to watch videos, admire an exhibit of historical photos, participate in a georally, get free tree seedlings of different species and speak directly with experts, which seems to have been highly enjoyed. Comments collected from visitors after the event showed they were highly satisfied. They were impressed by the diversity of the LFC's research and especially the quality of the information provided to them.

Enthusiastic visitors
Photo: Gervais Pelletier

A few visitor comments:

"Great, very interesting, it brings us closer to our beautiful forest so essential to our lives, let's try to preserve and respect it."

"Congratulations on your presentations, they helped me discover a lot about forestry and I really want to be part of the profession one day! C"

"Congratulations, it's wonderful to meet people who love what they do!"

Advertising for the LFC open house
Published in a special insert in Le Soleil

LFC Open House

- *May 15, 2010, LFC*
- *Project leader: Vincent Roy*
- *Organizing committee: Nathalie Chaperon, Pamela Cheers, Chantal Côté, Rod Lapierre, Jacques Larouche, Marie-Josée Morency, Diane Paquet, Vincent Roy.*
- *Graphic designer: Marc Racine*
- *Visitors: 300.*

Discussion forum: LFC / Université Laval

On the evening of September 13, 2010, the LFC and Université Laval organized a debate on the future of forest research in Quebec. This activity was conducted as a dual celebration: the 50th anniversary of the LFC and the 100th anniversary of Université Laval's program for teaching forestry in Quebec.

The theme for the evening was "For science to make a difference." Jacinthe Leclerc, Director General of the LFC, opened the evening with over 75 people present and Luc Bouthillier, Professor, Wood and Forest Sciences Department of Université Laval's Faculty of Forestry, Geography and Geomatics, moderated the debate. For the occasion, various well-known individuals within the forestry sector participated as members of the round-table:

- Robert Beauregard, Dean of Université Laval's Faculty of Forestry, Geography and Geomatics;
- George Bruemmer, Executive Director of Natural Resources Canada's Canadian Wood Fibre Centre;
- Pierre Lapointe, President and CEO of FPInnovations;
- Avrim Lazar, President and CEO of the Forest Products Association of Canada;
- Richard Savard, Associate Deputy Minister of Forêts Québec, ministère des Ressources naturelles et de la Faune du Québec.

As a follow-up to this debate, the LFC is planning a seminar in October 2011 on the same subject, as part of *Carrefour Forêt Innovations* in collaboration with the ministère des Ressources naturelles et de la Faune du Québec and its principal partners. The *Carrefour* is part of the International Year of Forests.

Poster for the debate on research

- *September 13, 2010, Université Laval.*
- *Project leader: Nathalie Chaperon.*
- *Collaborators: Normand Laflamme, Jacinthe Leclerc, Luc Bouthillier (Université Laval).*
- *Graphic designer: Marc Racine.*
- *Participants: 75.*

Field day

To close the LFC's year of celebrations in style, management invited the employees and their families to participate in a field day on Saturday, September 18, 2010 at Ferme Genest in Saint-Nicolas. Many retirees were also in attendance for the occasion, which united those who built and those still building the unique identity of the LFC. Several activities were organized for the day: tour of the farm, corn roast, hiking, apple picking, etc. The event included music, laughter and Mother Nature. It was truly a great day to celebrate the 50th anniversary of the LFC one last time.

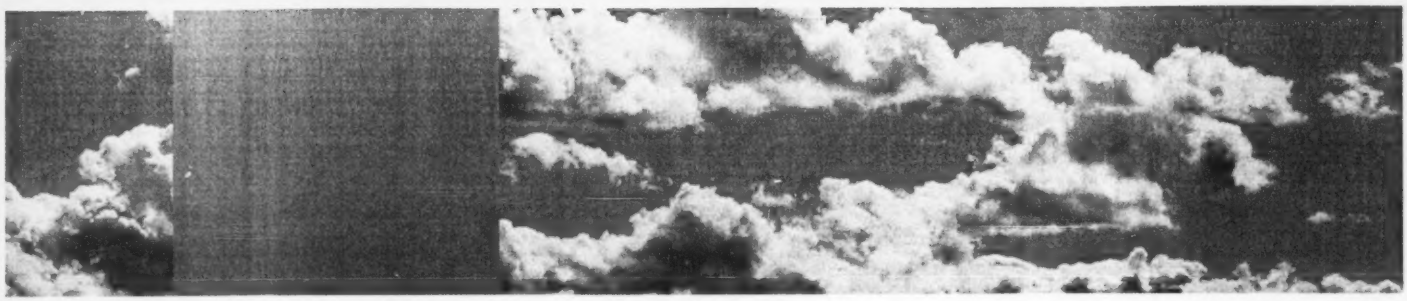
On this occasion, Dr. Jacques Régnière donated a beautiful wood stain of his own creation to the LFC. It now hangs prominently in the LFC lobby.

Poster for the LFC field day

Unveiling of the wood stain Jacinthe Leclerc and Dr Jacques Régnière
Photo: Gervais Pelletier.

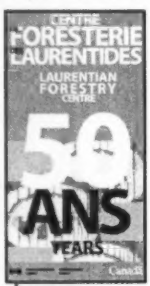
- *September 18, 2010, Ferme Genest (Saint-Nicolas).*
- *Organizing committee: Jean-François Bureau, Gaston Joncas, Audrey Laberge, Normand Laflamme, Isabelle Lamarre, Deirdre Moore, Diane Paquet, Claudette Potvin.*
- *Graphic designer: Marc Racine.*
- *Musicians: Michel Cusson and Serge Sokolski.*
- *Participants: 115.*

Photo: Mathieu Fontaine.



50th anniversary corporate signature

To add a special touch to our 50th anniversary, the LFC had a visual image designed that was used throughout the year as its corporate signature. The concept behind this corporate signature came from the first sketches done in the spring of 2009 when the Art at Work project was developed. Various circles depicting the growth rings of a tree represent the LFC's 50-year history.



50th anniversary corporate signature

These growth rings are the centrepiece of the mural and the corporate signature.

Many visual aids were created to promote the LFC's 50th: streamers, posters, free-standing roll-up banners, giant perforated vinyl posters affixed to LFC windows, brochures and pamphlets. The visual image was also used in e-mail signatures.

- *Project leader: Jean-François Bureau, in close collaboration with Dominique Richer.*
- *Graphic designers: Mélanie Fournier, Mark Primavera, Marie-Josée Roussy.*

Le Soleil newspaper insert

A 4-page insert was included in a special supplement produced by l'Association forestière du Québec métropolitain for Quebec's Tree and Forest Month and published in the May 1, 2010 issue of *Le Soleil*. The insert advertised the open house, and contained a historical overview and information on the LFC's broad research themes.

- *May 1, 2010.*
- *Project leader: Aude Tousignant.*
- *Content: Clermont Belzile, Jacques Larouche, Aude Tousignant.*
- *Relations with Le Soleil: Caroline Levasseur, Dominique Richer.*
- *Web, translation, revision: Benoit Arsenault, Pamela Cheers, Isabel Francoeur, Isabelle Lamarre.*

Photo: Gervais Pelletier.

Photo: Gervais Pelletier

Christmas cards

Electronic Christmas cards bearing the 50th anniversary corporate signature were produced and made available to LFC staff. The images used were from the 2009 photo contest held as part of National Forest Week.

- *Project leader: Nathalie Chaperon.*
- *Collaborators: Benoit Arsenault, Isabel Francœur.*

Articles and historical vignettes

Throughout the year, several articles were written about the activities held as part of the LFC's 50th anniversary. These articles were published in various media to promote activities and bring different audiences together.

Five historical vignettes were also produced during the year. These vignettes showcase different aspects of the history of the LFC. They were published on the LFC's Intranet and on the CFS Web site.

- *QFC Bulletin: 5 articles*
- *The Source: 4 articles*
- *Regional communications bulletin: 4 articles*
- *Natural Elements: 1 article*

Articles

- *Project leaders: Jean-François Bureau, Nathalie Chaperon, Caroline Levasseur.*

Historical vignettes

- *Project leader: Jean-François Bureau.*
- *Collaborators: Benoit Arsenault, Nathalie Chaperon, Pamela Cheers, Pierre DesRochers, Isabel Francœur, Isabelle Lamarre, Caroline Levasseur.*

Communications consulting services

The regional communications team greatly contributed to the success of the 50th anniversary celebrations. A detailed communications plan including an advertising plan was designed and drafted. The Regional Communications Manager was hard at work throughout the year, providing recommendations to LFC management and responding to various requests related to the festivities.

- *Project leader: Nathalie Chaperon, in close collaboration with Dominique Richer.*

1960-2010 Compendium: "Building the forests of tomorrow"

In order to republish and update a document produced at the time of the LFC's 25-year anniversary, a compendium recounting the organization's history over the years was created. Personal recollections of the various directors general who worked at the LFC over the past 50 years serve as the background and constitute the bulk of this work. Particular attention was paid to the presentation of this compendium (visual aspect, type of paper used, etc.), which was the official souvenir gift for the LFC's 50th anniversary.

- *Project leader: Jean-François Bureau, in close collaboration with Dominique Richer.*
- *Collaborators: Benoit Arsenault, Pamela Cheers, Isabelle Lamarre.*

Photo: Jacques Larouche

Historical DVD: "Building the forests of tomorrow"

The idea behind the creation of the historical DVD was to use interviews to create an audiovisual production combining the vision of current LFC employees with that of some of the organization's retirees and various partners. This 12-minute production required the collaboration of four LFC employees, including the Director General, two researchers and a forestry technician, three retirees (including the previous Director General) and two major partners, Robert Beauregard and Daniel Archambault.

- *Project leader: Jean-François Bureau, in close collaboration with Normand Laflamme and Dominique Richer.*
- *Organizing committee: Benoit Arsenault, Pierre DesRochers, Patrick O'Donnell.*
- *Producer and director: Guy Cimon, Reflet vidéo inc.*
- *Employees interviewed: Krystyna Klimaszewska, Jacinthe Leclerc, Daniel Plourde, Jacques Régnière.*
- *Retirees interviewed:, Luc Jobin, Normand Lafrenière, André Lavallée.*
- *Partners interviewed: Daniel Archambault (Director General, Association forestière des Cantons de l'Est), Robert Beauregard (Dean, Faculty of Forestry. Université Laval).*